



The Voice of Leasing and Automotive Rental in Europe

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

#### **George Ashworth, Managing Director, Asset Finance, Aldemore, Appointed New Leaseurope Board Member**

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**BRUSSELS, 8 June 2012** – Leaseurope, the trade body representing the European leasing and automotive rental industry, welcomes George Ashworth, Managing Director, Asset Finance, Aldemore as new member of its Board of Directors in replacement of Alex Baldock, Managing Director, Lombard.

George Ashworth has been active in the leasing and asset finance industry for many years. Prior to his position at Aldemore, he held several senior roles, including at the Fortis Lease Group and at Lombard Business Finance (part of the Royal Bank of Scotland).

“We are delighted that George has accepted to join our Board of Directors” declared Jukka Salonen, Leaseurope’s Chair. “Knowing George well, I am confident that he will be a strong asset for the Federation in view of the many challenges ahead arising from the current regulatory, financial and economic environment. With the lease accounting, prudential supervision and shadow banking ongoing debates, to name a few, the Federation will need to keep engaging with European and international regulatory bodies in the months and years ahead. A strong and representative Board increases Leaseurope’s credibility and can help the Federation in demonstrating the many advantages of our industry, be it in terms of capital formation for large and small enterprises, as a provider of mobility solutions, etc.”, he added.

Upon his appointment, George declared that “I am both proud and delighted to be joining the Board of Leaseurope at such an interesting and challenging time. The whole question of lease accounting is still in the mix, the liquidity crisis is far from over and banks are continuing to wrestle with the questions posed by and associated with Basle 3. The history of equipment leasing is one of strong and persistent innovation. I feel certain that leasing as a product will emerge from these testing times even stronger, and I look forward to playing my part in ensuring that it does”.

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## **About Leaseurope**

As a Federation, Leaseurope brings together 44 associations throughout Europe representing either the leasing, long term and/or short term automotive rental industries. The scope of products covered by Leaseurope's members ranges from hire purchase and finance leases to operating leases of all asset types (automotive, equipment and real estate) and also includes the rental of cars, vans and trucks. It is estimated that Leaseurope represents approximately 93% of the European leasing market.

The Federation's mission is to represent the European leasing and automotive rental industry, ensuring the sector's voice is heard by European and international policy makers. Leaseurope also seeks to promote the leasing and automotive rental products and produces European level statistics describing the markets it represents. Visit [www.leaseurope.org](http://www.leaseurope.org) for more information.

Information on the Leaseurope Board of Directors and its members can be found on the Leaseurope website at <http://www.leaseurope.org/index.php?page=structure>.

## **About George Ashworth**

George Ashworth is Managing Director of Asset Finance at Aldermore. He has responsibility for developing and implementing an operational business strategy to strengthen Aldermore's proposition in the leasing and asset finance markets.

George joined Aldermore from Fortis Lease Group where he was Senior Manager, International Vendor Services. Prior to that, he was Operations Director at Lombard Business Finance (part of the Royal Bank of Scotland) and also gained business finance experience with Crown Equipment Corporation and De Lage Landen BV.

George is currently the Vice Chair of the Asset Finance Division at the Finance & Leasing Association (FLA). The FLA is a member of Leaseurope.